



AltiGen Communications Case Study

Client

World Car Auto Group

Customer Profile:

The World Car Auto Group is one of the fastest growing automotive dealerships in San Antonio, Texas. With its headquarters based in San Antonio, World Car is comprised of 5 new car lots and 5 used car lots. They sell cars from many different manufacturers including: Mazda, KIA, Hyundai, Buick, GMC, Pontiac and Nissan automobiles. World Car is elevating themselves above the competition by focusing on added protection, peace of mind, and value for their customers. It is this attention to customer service and satisfaction that has helped World Car grow into a dealership that moves about 5000 new cars in addition to 4200 used cars in volume per year.

Telephony Challenge:

During each business day, there could be as many as 100-150 salespeople simultaneously using the telephone system in each World Car Auto Group branch. World Car had expanded to the point where they needed to begin looking at a new telephony solution to meet their business challenges. Their old phone system technology did not provide the basic, necessary features required for World Car to be successful in business. With approximately 90% of their business being generated via word of mouth and customer referrals, it was imperative for World Car to have a telephony system that could not only support the needs of their customers but of their sales and staff members as well.

In order to provide a standard feature set from one dealership to another, World Car wanted to standardize on a single, telephone system equipment manufacturer. World Car also wanted to reduce the cost of inter-dealership calls by having the ability to place VoIP calls. Each World Car dealership had a hodge-podge of different phone systems and service providers. Many of the dealerships had outgrown the capacity of their systems and were challenged to find a telephone system that could easily accommodate for this type of growth. Additionally, World Car needed to increase the type of telephone system functionality that could be offered to meet the communication demands of their customers and staff members. Finally, they needed a system that could begin tracking all call activity to determine how much business was being generated from the various marketing campaigns being conducted at each dealership location. World Car looked to Sysdyne Inc., an AltiGen Authorized Reseller in the Texas area, to assist them with this evaluation process and after evaluating all the challenges set before them, World Car Auto Group recognized the benefits of a converged IP-PBX and chose the AltiGen solution as the telephony solution to meet their telecommunication needs.

World Car Auto Group

Installed AltiGen Solution:

AltiGen's IP-PBX was ideal in meeting World Car Auto Group's telephony challenges. Today, World Car has five AltiGen systems installed, serving 400 users and approximately 500 extensions. Each dealership has been able to expand their telephony offerings to their salespeople, allowing them to be more effective and productive. With AltiGen, the dealerships have been able to improve their phone system, re-prioritize their needs and plan for future expansion.

Before implementing AltiGen, all of the World Car offices were operating independently of each other. Now with AltiGen and the help of Sysdyne's technical expertise, all offices are linked via VoIP and they have been able to successfully cut down on their overall communication costs. Additionally, prior to installing the AltiGen system, their customer service departments were losing calls. The AltiGen system has also allowed World Car to establish a BDC (Business Development Center) using the workgroup capabilities already included in the system. According to Rick Carey, World Car's VP of Customer Service, *"We never had a BDC before, not because we didn't need it, but because there was no way to support it. Now we have the capability to have 10-15 sales reps at each dealership location in direct and immediate contact with our customers."* By utilizing AltiGen's auto attendant functionality, customers are now quickly routed to the appropriate department for information and assisted in a timely manner. As a result, when customers were asked how easily they could access the information they needed, World Car's Customer Service Index (CSI) ratings have risen 200-300%, from a 0-2 range to an 8-10 range.

Benefits, Feedback & Results:

When World Car Auto Group was deciding which phone system to purchase, it was important to invest in a phone system that could scale and grow with their business. When presenting the AltiGen solution, Sysdyne helped to outline how AltiGen could effectively meet these requirements. World Car recognized that AltiGen could accommodate for this type of scalability and knew that this would be a tremendous long-term benefit to their business. World Car can now just simply add additional telephony boards to any system that requires the increased support of VoIP functionality, extensions or lines.

World Car Auto Group has also benefited from the increased functionality, centralized management and call detail reporting capabilities included in the AltiGen system. A robust voicemail system, along with easy-to-use software allows users to add more functionality and have more control over their individual preferences. In addition, not only can World Car make their own Moves, Adds, and Changes (MACs) an extension change at one location can now be entered into the DINA Manager console once, and all other systems are updated accordingly. With call detail reporting, AltiGen has helped the dealerships determine if they have enough phone lines coming into each facility based on call activity and has helped the dealerships evaluate the productivity of their sales people by knowing how they are using their phone time.

World Car Auto Group

As a result of using AltiGen's IP phone system, World Car has been able to drastically cut down on their telecommunication costs between branches. Using AltiGen's VoIP technology, World Car has reduced inter-office calling charges by almost \$700 a month per branch! Additionally, according to World Car Auto Group's VP of Customer Service, Rick Carey, *"The AltiGen solution has outshone all other systems and has helped to increase our Customer Service Index (CSI) by 200-300 percent. 90% of our business is word of mouth. Our people are constantly on the phone assisting potential buyers and there is no way to sell a car without outstanding customer service and sales representation. Bottom line, the phones are our lifelines, when we don't have the phones it kills our business."*

Dealer Value:

Frank Cook, Owner and President of Sysdyne Inc., has been an Authorized AltiGen Reseller in the Texas market for over three years. Their dedication to AltiGen and commitment to excellence is the foundation for their tremendous success delivering the AltiGen solution. Sysdyne has been working with the World Car Auto Group since they first installed their AltiGen system almost two years ago. Rick Carey with World Car Auto indicated that, *"I have such confidence in working with Sysdyne because they always make themselves available for service."* He also added, *"Frank Cook and the entire Sysdyne team has been a tremendous amount of help. Not only has Sysdyne provided excellent sales support, they have also been able to provide guidance and value when recommending powerful technology solutions, like AltiGen, that will improve our business."*

Dealer Contact Information

Sysdyne Inc.
Frank Cook
2539 Boardwalk
San Antonio, TX 78217
(210) 822-5140 Phone
(210) 822-6162 Fax
frank@sysdyneinc.com
www.sysdyneinc.com

Customer Information

World Car Auto Group
San Antonio, TX
www.worldcar.com